June 23, 1994

To: All Sugarcreek Store Managers

Subject: **R.J. REYNOLDS TOBACCO CO. STATE FAIR PROMOTION**

Dear Ladies & Gentlemen:

R.J. Reynolds Tobacco Co. has put together a program that will include all Sugarcreek Stores. This program will be worked in conjunction with, and surrounding the New York State Fair. Components of this program in Sugarcreek Stores will include the following:

① Free New York State Fair Ticket ($6.00 Value) with the purchase of 3 packs of assorted RJR brands. Tickets will be pre-packed and distributed via McLane-Northeast the week of July 11, 1994.

② Ticket boxes will be displayed either on the counter, or on the floor in a temporary display provided by your R.J. Reynolds representative. The ticket box temporary display should be maintained until all tickets have been *sold*.

③ Also being displayed will be a Miss Winston standee, as well as other POS communicating this promotion.

④ R.J. Reynolds has also purchased a 1994 Chevy Corvette, which will be given away at the New York State Fair. Sugarcreek Store customers will be given the chance to enter for the Corvette in all stores through a specially designed tear-pad provided by your representative. Tear-pads should remain on location until supplies are exhausted or until September 1, 1994.

⑤ R.J. Reynolds will provide a sweepstakes ticket box to collect Corvette Sweepstakes entry forms, and R.J. Reynolds employees will collect ticket boxes prior to September 1, 1994

If you have any questions, please advise.

Paul Wells, Sugarcreek Stores

cc: RJR Representatives

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Source: https://www.industrydocuments.ucsf.edu/docs/xfwn0000

MESSAGE CONFIRMATION

DATE:06/30/94 TIME:08:34

ID:R.J.REYNOLDS SYR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
06/30	08:33	01'21"	1-716-634-3145	G3-S	003	OK

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Source: https://www.industrydocuments.ucsf.edu/docs/xfwn0000